

**Amendments to the Claims:**

The following listing of claims will replace all prior versions, and listings, of claims in the application:

1. (Currently Amended) A system for managing identity information in a merged content portion, comprising:

an identity storage that stores identity information including content elements and style sheet information, associated with a client and user;

a client and user determining circuit that determines a sending client and a user of a received request for information from an information provider;

a skeleton/virtual content determining circuit that determines which of the stored identity information and the style sheet information correspond to the client and the user to create a skeleton/virtual content record;

an input/output circuit that requests and receives the information from the information provider; and

a merging circuit that determines a merged content portion based on received information and the skeleton/virtual content record ~~and the stored identity information~~ associated with at least one of the client and the user to render the merged content portion ~~according to the content elements and the style sheet information~~ to maintain a look and feel of a client website.

2. (Original) The system of claim 1, wherein the identity storage comprises identity content element storage and identity presentation information storage.

3. (Original) The system of claim 1, wherein the client and user determining circuit determines at least one of a client identification and a user identification based on at least one of internet protocol address information, session identifier information, name pairs and value pairs.

4. (Previously Presented) The system of claim 1, wherein the merged content portion is stored using at least one of an electronic medium, a printed medium and a paper medium.

5. (Previously Presented) The system of claim 1, wherein the merged content portion is at least one of an interactive electronic text, a printed text, an audio book and a video book.

6. (Currently Amended) A method for managing identity information, comprising:

- receiving an information request from at least one of a client and a user;
- determining at least one of the client and the user associated with the information request;
- receiving the requested information from an information provider;
- determining identity information from stored identity information that includes content elements and style sheet information, based on the at least one of the client and user;
- creating a skeleton/virtual content record based on the identity information and the style sheet information;
- determining a merged content portion based on the received information and ~~the determined identity information~~ skeleton/virtual content record; and
- outputting the merged content portion ~~according to the content elements and the style sheet information~~ to maintain a look and feel of a client website.

7. (Original) The method of claim 6, wherein the stored identity information comprises at least one of identity content element information and identity presentation information.

8. (Previously Presented) The method of claim 6, wherein determining the client and user identity information is based on at least one of internet protocol address information, session identifier information, name pairs and value pairs.

9. (Original) The method of claim 6, wherein determining the merged content portions produces at least one of an interactive text, a printed text, an audio book and a video book.

10. (Previously Presented) The method of claim 7, further comprising storing the merged content portions on at least one of electronic media, printed media and a paper media.

11. (Currently Amended) A computer readable storage medium, comprising:  
computer readable program code embodied on said computer readable storage medium, said computer readable program code usable to program a computer to perform a method for managing identity information comprising:  
receiving an information request from at least one of a client and a user;  
determining the client and user associated with the information request;  
receiving the information from an information provider;  
determining identity information from stored identity information that includes content elements and style sheet information, based on client and user information;  
creating a skeleton/virtual content record based on the identity information and the style sheet information;  
determining a merged content portion based on the information and the ~~determined identity information~~skeleton/virtual content record; and  
outputting the merged content portion ~~according to the content elements and the style sheet information~~to maintain a look and feel of a client website.

12. (Previously Presented) The computer readable storage medium, comprising the computer readable program code as in claim 11, wherein the stored identity information

comprises at least one of identity content element information and identity presentation information.

13. (Previously Presented) The computer readable storage medium, comprising the computer readable program code as in claim 11, wherein the client and user information is determined based on at least one of internet protocol address information, session identifier information and name and value pairs.

14. (Previously Presented) The computer readable storage medium, comprising the computer readable program code as in claim 11, wherein determining the merged content portions produces at least one of an interactive text, a printed text, an audio book and a video book.

15. (Previously Presented) The computer readable storage medium, comprising the computer readable program code as in claim 11, wherein the merged content portions are stored on at least one of electronic media, printed media and a paper media.

16. (Currently Amended) A system for managing identity information in a merged content portion, comprising:

an identity storage for storing identity information, including content elements and style sheet information, associated with a client and user;

a client and user determining circuit for determining the sending client and the user of a received request signal for information from an information provider;

a skeleton/virtual content determining circuit that determines which of the stored identity information and the style sheet information correspond to the client and user to create a skeleton/virtual content record;

an input/output circuit for requesting and receiving an information signal from the information provider; and

a merging circuit for determining a merged content portion based on ~~the a~~ received information signal and the skeleton/virtual content record that includes an identity associated with the determined client and user to render the merged content portion ~~according to the content elements and the style sheet information~~ to maintain a look and feel of a client website.

17. (Original) The system of claim 16, wherein the identity storage comprises identity content element storage and identity presentation information storage.

18. (Original) The system of claim 16, wherein the client and user determining circuit determines the client and user identifier based on at least one of internet protocol address information, session identifier information and name and value pairs.

19. (Previously Presented) The system of claim 16, wherein the merged content portion is stored on at least one of an electronic media, a printed media and a paper media.

20. (Previously Presented) The system of claim 16, wherein the merged content portion is at least one of an interactive electronic text, a printed text, an audio book and a video book.

21. (Currently Amended) A ~~carrier wave encoded to transmit a control program~~ usable computer program product for managing identity information ~~to comprising~~ a device for executing the control program, the device couplable to an identity storage that stores identity information associated with a client and user, the ~~control program~~ code comprising:

~~instructions~~ program code for receiving an information request from at least one of a client and a user;

~~instructions~~ program code for determining at least one of a client and a user associated with the information request;

~~instructions~~ program code for receiving the requested information from the information provider;

~~instructions~~ program code for determining identity information from stored identity information that includes content elements and style sheet information, based on the determined client and user information;

program code for creating a skeleton/virtual content record based on the identity information and the style sheet information;

~~instructions~~ program code for determining a merged content portion based on the information and the ~~determined identity information~~ skeleton/virtual content record; and

~~instructions~~ program code for outputting the merged content portion according to the content elements and the style sheet information to maintain a look and feel of a client website.

22. (New) A method for managing the look and feel of a web site, comprising:
- receiving an information request from a user;
  - determining an identity of a client associated with the information request;
  - determining content elements and presentation elements associated with the client;
  - retrieving the requested information from an information provider;
  - creating a virtual content record based on the content elements and the presentation elements of the client;
  - merging the retrieved requested information and the virtual content record to create a document consistent with the content elements and presentation elements associated with the client; and
  - outputting the document to the user.